

State of Iowa
Joint Information Center
Standard Operating Procedures with
Job Aids



State of Iowa Joint Information Center Standard Operating Procedures

Overview

This document outlines standard operating procedures (SOP) for the State of Iowa Joint Information Center (JIC) during State Emergency Operations Center (SEOC) disaster response activations. These SOPs will help to ensure consistent JIC operations and provide a common understanding of duties and responsibilities during an activation. This document does not restrict the work of JIC partner agencies, but provides a mechanism that fosters increased coordination and collaboration of disaster public information as we work in the best interest of the citizens of Iowa.

Authority and Coordination

The governor, with the support of department directors or designees, exercises direction and control of state emergency operations through the director of the Iowa Department of Homeland Security and Emergency Management (HSEMD). The HSEMD director is responsible for coordination within the SEOC for all State of Iowa departments to ensure efficient response to disasters.

As part of this response, the State of Iowa has the responsibility to keep the public informed of the appropriate measures to be taken before, during, and after the onset of emergencies or disasters affecting the state. The JIC is the focal point for public information officers (PIO) from organizations involved in the incident to work together to provide critical emergency information and deliver a coordinated message. The HSEMD PIO generally serves as the lead PIO for the JIC, in coordination with the governor's communications director.

The State of Iowa JIC is located at the State Emergency Operations Center at Joint Forces Headquarters in Johnston. The JIC may carry out all or part of its functions virtually in certain circumstances.

JIC Structure and Staffing

The JIC is structured so the number of personnel needed to carry out essential public information functions may expand or contract to meet the needs of each incident. In most JIC activations, HSEMD staff, in conjunction with the governor's office communications director and PIOs from State agencies involved in the response, are able to perform the necessary public information tasks. In large-scale incidents, or when the JIC is operating 24/7 or for extended periods of time, PIOs from all agencies may be requested to participate in JIC activities.

State Agency JIC Responsibilities

During an activation of the JIC, State agency PIOs may participate in the JIC as a representative of their agency, or they may be called upon to provide support to the JIC to ensure it is able to carry out its functions.

Each State department/agency will identify a PIO to serve as a representative in the JIC. HSEMD will provide PIOs with information and training to help them understand how the State

Emergency Operations Center and JIC operate during a disaster. Because there is a core group of State agencies that are involved in most disaster responses, HSEMD will provide additional information and training to these agencies' PIOs.

Core State Agency PIO Group

- Department of Health and Human Services
- Department of Homeland Security and Emergency Management
- Department of Natural Resources
- Department of Public Safety
- Department of Transportation
- Governor's Office
- National Guard

Training and Exercises

HSEMD recognizes State agency PIOs are professionals who possess a variety of skills important to carrying out public information duties during a disaster. However, because disaster public information has some additional considerations, State agency PIOs will be requested to complete training that provides an overview of emergency public information and JIC operations.

Suggested training:

- HSEMD JIC Operations (provided by HSEMD)
- HSEMD SEOC Operations (provided by HSEMD)

State agency PIOs will also be asked to participate in exercises conducted by HSEMD to simulate JIC operations.

PIO Activation

When the JIC is activated, HSEMD or the governor's office will inform PIOs if there is a need for their participation. JIC participation may require location to the SEOC, although much of the time coordination may be carried out remotely.

JIC Policies

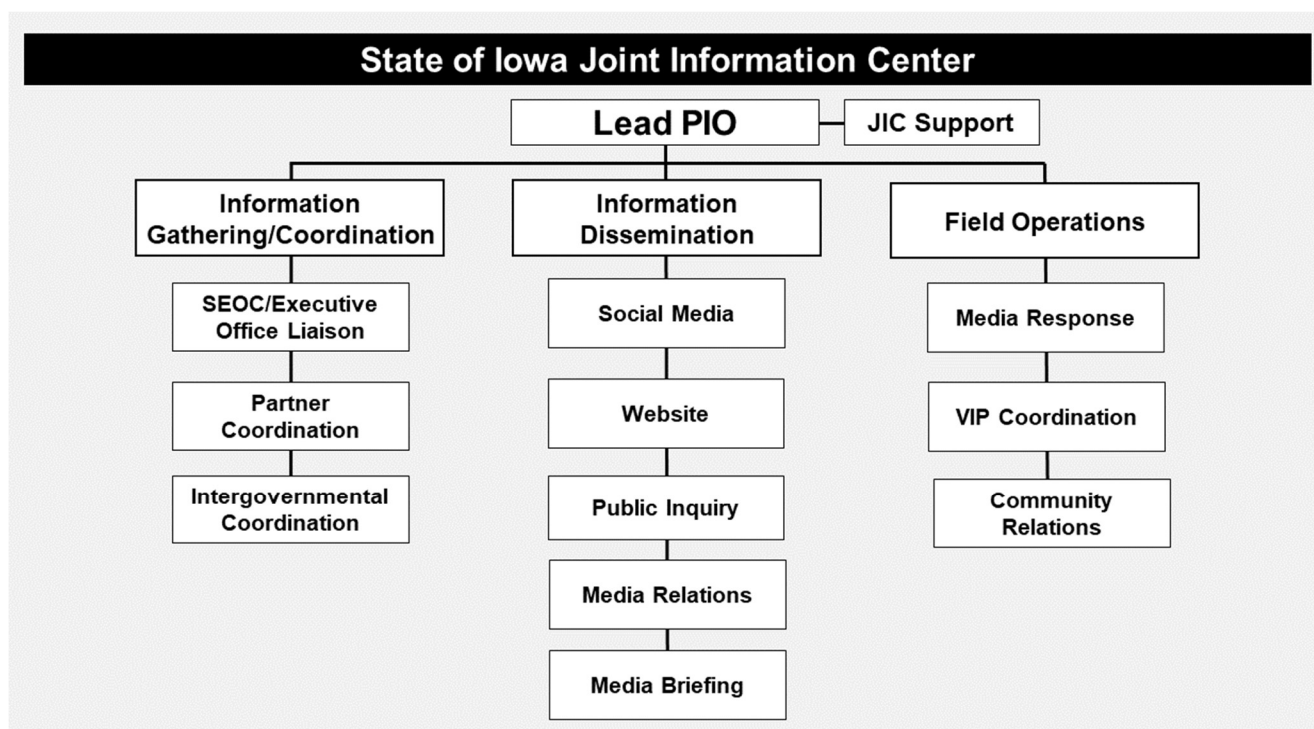
- State agencies will contribute to the coordination and release of accurate and consistent information that will be quickly disseminated to the media and to the public.
- State agencies are encouraged to develop and disseminate incident information through the JIC to promote a centralized and coordinated, "one voice" approach.
- The JIC lead PIO will exercise no editorial or policy control over agencies' release of information about their own policies, procedures, or programs.
- Direction and control of disaster information policy, coordination, or operations rest with the governor, through his or her director of communications, and with the HSEMD director.

JIC Functions

The JIC is the central point for release of incident information. The JIC is responsible for:

- Responding to media inquiries
- Development of press releases, talking points, graphics, infographics, videos, photos, and other products
- Providing information to the public via social media
- Monitoring social media for misinformation, disinformation, and rumors
- Development/maintenance of incident websites
- Coordination of press conferences
- Delivery of information in appropriate formats for non-English speakers and members of the public with vision or hearing impairments
- Sharing and coordinating incident public information with State agency, local, and federal partners
- Responding to inquiries from the public
- Coordinating disaster site visits for the governor and other officials

JIC Operational Structure



JIC Function Descriptions

JIC functions are carried out through activities in three areas: information gathering and coordination, information dissemination, and field operations. JIC operations are directed by a lead PIO, who is from the agency with the lead in the response.

LEAD PIO

The lead PIO is from the agency that has the lead in the incident response. This position provides overall direction for the JIC, works closely with the governor's communications director, and ensures timely, accurate, and appropriate incident information reaches the public, partner agencies, and other audiences.

Primary Tasks

JIC Coordination

- Coordinate JIC operations with governor's communications director, executive leadership, and chief of operations
- Determine initial JIC staffing level needed, assign positions, reassess as necessary
- Obtain assistance from HSEMD staff assigned to public information element, if necessary
- Engage, or obtain assistance from, other State agency PIOs, if necessary
- Oversee all products and activities of the JIC
- Develop a daily/weekly JIC product/activity plan and update as needed
- Hold JIC coordination briefings as necessary

JIC Products

- Identify constraints on release of incident information
- Approve all incident information (or delegate approval authority) prior to its release
- Work with partner coordination, social media, public inquiry, and website positions to determine if public information products need to be translated into target languages or formats and how to best provide this information
- Work with social media, public inquiry, and media relations staff to address false information that has been identified

JIC Strategy

- Work with executive leadership, governor's communications director, and chief of operations to develop public information strategy based on incident priorities and tempo
- Represent JIC interests at command and executive meetings

JOB AIDS (SEE JOB AIDS SECTION)

- JIC ACTIVATION CHECKLIST
- LEAD PIO DAILY CHECKLIST

JIC SUPPORT

This position supports all JIC staff and functions and reports to the lead PIO

Primary Tasks

JIC Logistics and Maintenance

- Coordinate placement of furniture, equipment, and supplies with lead PIO
- Request additional furniture, equipment, and supplies as needed from State EOC Support element
- Ensure equipment is functioning properly
- Ensure JIC has janitorial services

JIC Staff Orientation

- Provide new staff with facility information, including location of restrooms, meals, etc.
- When staff other than HSEMD are assigned to JIC, coordinate issuance of security badges

JIC Administration

- Locate JIC manager work station at entrance of JIC to control traffic flow
- Direct visitors to appropriate staff member for assistance
- Establish central telephone number
- Answer incoming calls and route to appropriate staff

INFORMATION GATHERING AND COORDINATION FUNCTIONS

The information gathering and coordination function gathers, analyzes, sorts, and coordinates information from a variety of sources. This function also coordinates the sharing of incident information with elected officials.

SEOC/EXECUTIVE OFFICE LIAISON

This position is located in the SEOC at the public information desk and is responsible for gathering and coordinating information requests/exchanges between the SEOC, executive office, and the JIC.

Primary Tasks

Gather and record information

- Monitor operational activities, SEOC briefings, executive office, and WebEOC for most up-to-date incident information
 - Fatalities, injuries, evacuations (location, number of homes/people involved) governor's proclamations, major road closures, new/changing impacts to

communities, shelters (locations, hours of operation), actions being taken by state agencies, evolving weather forecasts or conditions

- Identify and resolve conflicting information coming from different organizations
- Record updated incident information in the ESF-15 position log/status board
- If updated information is critical or time sensitive, bring it to the attention of the lead PIO
- Participate in JIC briefings
- Research/gather information from SEOC agency representatives as requested by JIC personnel
- Record JIC activities, including press releases, media requests, public inquiries, identified rumors, into daily ESF 15 situation report update in WebEOC

Represent the JIC in SEOC and executive office briefings

- Provide updates on JIC activities and emerging issues during SEOC and other briefings, as needed
- Consult with operations chief/executive office to determine what information is be shared during briefings
- Participate in executive office briefings, as needed

JOB AID (SEE JOB AIDS SECTION)

- RUMOR IDENTIFICATION INSTRUCTIONS

PARTNER COORDINATION

This position is responsible for coordinating JIC interaction with state agency, local emergency management, and other response partners. This position also works with incident partners to identify audiences with special needs.

Primary Tasks

Establish Contact with Agency PIOs

- Notify applicable partner agencies and/or their PIOs that a JIC has been established if they are requested to participate in person or via virtual coordination. Obtain updated/additional PIO contact information that is to be used for the response
- In the first notification, provide overview of incident, current and expected operations activities, and expectations and procedures for sharing of incident information from and to partners and how it will be used (WebEOC information repository, Google document, conference call, email, face sheet/update, in-person meeting). Shared information could include agency press releases, publications, and false information/rumors
- Establish schedule for conference calls or virtual meetings if necessary and invite PIOs to participate

Gather Information

- Work with lead PIO to determine the types and methods of information to gather from partner agencies to be used in various JIC products, including press releases, website and social media postings, and fact sheets

- Work with SEOC WebEOC staff to establish/access information repository
- If WebEOC information repository is not used, establish other methods to gather and share information (i.e. Google doc, email, conference call, in-person/virtual meetings)
- Monitor WebEOC information repository and other information-sharing tools for key items as determined by lead PIO and JIC personnel
- Extract and compile key information from repository and other sources and provide to lead PIO/JIC staff as directed

Share Information

- Develop products to share information with agency PIO partners as necessary under direction of lead PIO (Daily updates, fact sheets, talking points, conference calls, virtual briefings)
- Work with lead PIO to determine method to share information with agency partners (WebEOC, email)

Identify audiences with language and special needs

- Work with incident partners to identify special audiences in impacted areas and determine if there is a need for specialized outreach to these audiences
- Provide information on language and other special needs to lead PIO, social media/website, and media response positions

INTERGOVERNMENTAL COORDINATION

This position provides incident information to local officials, state legislators, and members of Iowa's congressional delegation. This position is also responsible for planning the governor's tours of disaster damage.

Primary Tasks

Develop and compile information

- Coordinate with lead PIO, executive office, and operations staff on the need for, and development of, products for intergovernmental audiences
- Establish schedule and method for distribution of products
- Determine best method to share information, i.e. email, conference call, or virtual briefing
- Obtain information for products from WebEOC and other sources
- Obtain approval from lead PIO, executive office, and/or operations chief prior to distribution

Distribute information

- Obtain email contact information for email updates. For State legislators and congressional delegation, consult with HSEMD legislative liaison for most effective way to provide this information
- If updates will be done via conference call or virtual meeting, provide information on date, time, phone number/URL to participants

Respond to requests

- Serve as point of contact for inquiries from intergovernmental audiences
- Work with executive office/HSEMD legislative liaison to respond to inquiries
- Record inquiries in WebEOC position log

Coordinate governor's site visits

- Coordinate with governor's staff, HSEMD director, chief of operations, and others involved in tour or site visit to determine itinerary and mode of transportation
- Work with local emergency managers to determine location for site visit, invitation of local officials, schedule for meeting with governor and officials, and media availability (including location and equipment that may be needed)
- Provide final details to IGOV communications staff, HSEMD director, chief of operations, and JIC staff to use in press releases/advisories
- See job aid for site visit coordination

JOB AID (SEE JOB AIDS SECTION)

- GOVERNOR'S SITE VISIT INSTRUCTIONS

INFORMATION DISSEMINATION FUNCTIONS

The information dissemination function is responsible for providing written and oral information to the media and the public.

SOCIAL MEDIA

This position performs an essential role by providing emergency instructions and the most current crisis information to the public through social media. This position posts approved messaging, provides social media monitoring, and helps to correct false information that has been shared on social media and through traditional media.

Primary Tasks

Develop and disseminate information

- Develop and disseminate information via social media tools, such as Facebook and Twitter
- Respond to requests for information
- Follow established procedures to login, share posts, and monitor social media

Identify and address false information and rumors

- Monitor social media for accuracy and emerging issues
- Record false information and rumors in WebEOC Rumors/False Information board

- Work with lead PIO and media/public inquiry positions to determine how to address misinformation and rumors

JOB AID (SEE JOB AIDS SECTION)

- SOCIAL MEDIA INSTRUCTIONS
- RUMOR IDENTIFICATION INSTRUCTIONS

WEBSITE DEVELOPMENT AND MAINTENANCE

This position develops and maintains incident websites to provide timely incident information to stakeholders and the public. This position also ensures information contained in incident websites is translated into appropriate languages and meets ADA standards.

Primary Tasks

Develop and maintain incident website

- Work with lead PIO and SEOC IT staff to determine website needs
- Utilize HSEMD's disaster website INSERT URL
 - Populate website using approved incident information, to include: description of disaster, situation updates, press releases, health and safety information, assistance (types available, how to apply), actions being taken by the State of Iowa, contact information, links to partner agencies
- Maintain website with most up-to-date information, including press releases, fact sheets, and graphics

Language translation and ADA standards

- Work with lead PIO/JIC staff to identify language translation needs and resources
- Ensure website meets ADA standards

PUBLIC INQUIRY

This position responds to inquiries from the public, provides accurate incident information, and identifies and addresses false information or rumors.

Primary Tasks

Inquiry response

- Respond to questions that come in via telephone, websites (HSEMD website contact form), email (from HSEMD call takers, HSEMDPIO@iowa.gov, forwarded from HSEMD and other agency staff), and referrals from other agencies
- Inquiry types include vendors, disaster assistance questions, citizen complaints, guidance on how to access resources

- Use approved incident information to respond to questions and concerns (press releases, talking points, updates from response staff and other agencies, websites)
- If inquiries come in via telephone and require additional research a follow-up call may be made
- Ensure HSEMD staff answering main department number have information to answer basic questions and make referrals
- All public inquiries calls should be entered into the Public Inquiry board and those that request further response should be flagged for follow-up by JIC staff

Identify and address false information and rumors

- Record false information and rumors in WebEOC Rumor/False Information board
- Alert lead PIO of trends in false information or rumors so they may be addressed
- Address false information and rumors by providing correct information

JOB AID (SEE JOB AIDS SECTION)

- PUBLIC INQUIRY INSTRUCTIONS
- RUMOR IDENTIFICATION INSTRUCTIONS

MEDIA RELATIONS

This position responds to media needs, including requests for information, tours, interviews, photographs, or other visual materials. This position also develops and distributes press releases, identifies false or incorrect information that is being distributed by the media, and coordinates with the lead PIO and JIC staff to arrange for translation of press releases or other materials.

Primary Tasks

Media requests

- Take media requests received by phone or email
- Verified and released information may be used to respond to requests (approved press releases, talking points, graphics, maps, photographs)
- For more in-depth media requests, discuss with lead PIO (lead PIO may fulfill request, provide information to media request staff to fulfill the request, or it may be necessary to schedule an interview with a subject matter expert or executive staff or send to another agency)
- Document requests in WebEOC
- Public/open records requests should be forwarded to lead PIO

Press releases

- In coordination with governor's communications director and lead PIO, develop press releases (For most incidents HSEMD/IGOV will develop and distribute releases, with possible input from other state agencies involved in the response.) See job aid for examples of press releases

- Determine release frequency, format/content, method and schedule for gathering information from state and partner agencies
- Obtain approval of releases from lead PIO, governor's office, HSEMD director, chief of operations, and others as directed
- If governor's office is distributing the release, provide it to them in electronic format after approvals have been obtained
- If release is distributed by the JIC, use HSEMD Govdelivery account (obtain login and instructions from HSEMD PIO staff)
- Post press releases in WebEOC Press Release board

False information

- If false information is being reported, consult with lead PIO to determine how to best address

Translations of media products

- If a need has been identified for language translation of press releases, talking points, or other media products, consult with lead PIO to determine needs and how to access translation services

JOB AIDS (SEE JOB AIDS SECTION)

- GOVDELIVERY INSTRUCTIONS
- MEDIA REQUEST INSTRUCTIONS
- PRESS RELEASE INSTRUCTIONS

MEDIA BRIEFING

This position is responsible for planning and conducting media briefings, including scheduling, logistics, material and speaker preparation, and engaging an American Sign Language interpreter if needed.

Primary Tasks

Schedule briefings

- In consultation with lead PIO, operations chief, governor's communications director, and executive office, determine if media briefing is warranted
- Determine location of briefing-briefings at the SEOC are held in JFHQ's Enhanced Classroom (alternate locations: Camp Dodge Freedom Center, governor's office/Capitol, or via conference call or virtual meeting)
- Provide JIC staff with information about the location, time, and topic of the briefing so a media advisory may be developed and information posted to social media and websites
- If briefing is being held via conference call or virtually, work with JIC Support to set up conference line or schedule virtual meeting and include that information in the advisory and on social media and website updates
- Determine if American Sign Language (ASL) interpreter is needed and make arrangements for that service

Logistics

- Reserve briefing location and ensure needed equipment (podium, sound, flags, platforms, chairs, etc.) is available (coordinate with JIC support and the Iowa National Guard public information staff)
- Notify JFHQ security desk about upcoming briefing
- Work with security desk staff at JFHQ to check in, badge, and escort media to briefing location
- If a computer is needed to display information during the briefing, make sure one is available and that necessary staff is available to assist
- Use JIC staff to assist security desk staff with media sign in, escorting and badge return and checkout
- If briefing is held at JFHQ, make sure security personnel or other staff is placed outside the Enhanced Classroom's basement entrance to prevent media from accessing the SEOC unescorted

Material and speaker preparation

- Prepare talking points for speaker(s)
- Prepare supporting materials, such as photos, maps, graphics, handouts, and other materials needed for briefings
- Test equipment before briefing
- Work with lead PIO to identify and prepare speakers
- Conduct pre-briefing to determine spokespersons, order, topics

Conduct briefing

- Pass out speaker bios, press releases, and other briefing materials to media prior to briefing
- Work with lead PIO to determine who will facilitate briefing. Capture questions asked by media during the news conference, particularly those that require follow up

FIELD OPERATIONS

The field operations function provides face-to-face contact with the public, special interest groups, political leaders, and other VIPs, and provides interviews and other assistance to the media at high-profile field sites. This group reports back to the JIC on issues that need to be addressed and provides verified and approved information that may be used in JIC products.

FIELD MEDIA RESPONSE

This position works with the incident commander at the scene to handle media requests, coordinates with other PIOs in the field, and coordinates with the JIC.

Primary Tasks

JIC Coordination

- Participate in JIC briefings
- Provide feedback to the JIC on media activities, including interviews and tours
- Report emerging issues or trends to lead PIO

Field PIO coordination

- Establish communication with other incident PIOs working in the field, particularly county emergency management PIOs
- Establish a plan/mechanism for sharing/coordinating information

Media relations

- Fulfill request for on-scene interviews
- Record media requests in WebEOC Media Request board
- Participate in press conferences, if requested
- Prepare on-scene subject matter experts for interviews, including development of talking points
- Facilitate scene tours in coordination with the incident command and other involved PIOs

FIELD VIP COORDINATION

This position works closely with VIPs (policy makers, elected officials) in the field and provides them with information. This position also facilitates VIP briefings and tours.

Primary Tasks

Identify VIPs

- Identify VIPs at the scene or expected to visit the scene
- Establish contact with VIP visitors and/or their staff
- Provide incident information and determine their purpose in being there, including a tour of the site, participation in press conferences, etc.
- Ensure VIPs and/or their staffs are receiving up-to-date incident information
- Establish a mechanism to provide information through coordination with intergovernmental coordination staff in the JIC

Tours and briefings

- Coordinate with incident commander for tour of scene
- Determine who will participate in the tour—incident commander, other responders, State officials, and PIOs from other agencies
- Include internal/VIP communication staff at the JIC in the tour planning
- If tour is being planned by staff at the JIC, coordinate on-scene details

FIELD COMMUNITY RELATIONS

This position coordinates with community leaders and interest groups, participates in public meetings, and provides information to citizens.

Primary Tasks

Community leaders and interest groups

- Meet with community leaders to explain incident response actions
- Meet face-to-face with special interest groups
- Resolve issues when possible and refer larger issues to lead PIO and incident command

Public meetings

- Attend or participate in public meetings to answer questions and address concerns
- Coordinate participation with JIC, discuss strategy and content with lead PIO

Citizen communication

- Distribute flyers or other incident information as needed
- Visit shelters to provide information, answer questions, and address concerns

JIC JOB AIDS

JIC Activation Checklist

- Receive instruction from HSEMD director or chief of operations that JIC is to be activated
- Receive incident briefing from HSEMD director or chief of operations to determine next steps in JIC activation
- Consult with governor's communications director on initial JIC activities, expectations
- Determine initial level of staffing needed
 - HSEMD PIOs
 - HSEMD Public Information Element Staff
 - State agency PIOs
- Determine location for JIC operations-SEOC, virtual?
- Work with JIC support to ensure JIC location is properly equipped and set up
- Assign staff to JIC function(s)
- Provide briefing to staff on duties along with JIC SOPs
- Establish communication with local emergency management and/or their PIOs, state agency PIOs, and federal and private partners

Lead PIO Daily Checklist

- Receive briefing from HSEMD director or chief of operations
- Work with governor's communications director to develop JIC priorities and activities for the day
- Assign staff to perform that day's functions
- Assess staffing need for coming day(s)
- Establish schedule for JIC (internal briefing, conference calls, meetings) and distribute to relevant staff and partners
- Brief JIC staff on the day's priorities, activities, and assignments

Governor's Site Visit

Tasks

Plan Trip

- Receive assignment from HSEMD director/chief of operations.
- Establish a planning contact within the governor's office if necessary.
- Determine date, time, and who will be participating
- Find out if governor's office has specific locations to be visited/toured.
- Work with HSEMD director and/or operations staff to get/confirm ideas for tour stops and to make sure proposed locations are accessible and there is damage to view (sometimes cleanup may occur quickly and there's no damage for the governor to see).
- Determine if the governor's office is working on travel arrangements through the security detail—i.e. working with the State Patrol to arrange for travel by plane or car. If so, make contact with that person to let them know you are working on tour locations and making arrangements with local emergency managers. During an activation, your contact person for the Patrol is the SEOC rep.
- Based on location of tour stops and travel mode, determine travel time and length of time available for each stop. You may do this in conjunction with State Patrol.
- Determine format of visit/tour (meeting with local officials, press briefing/media availability, whether impacted areas will be viewed from vehicle, fly over, walking tour).
- Get ok on itinerary from HSEMD director/chief of operations before finalizing and notifying county emergency managers.
- Provide draft itinerary to governor's office contact.

Notify County Emergency Managers

- Contact emergency management coordinators in counties where the stops will take place to notify them of the governor's proposed visit, talk about possible locations to tour, any travel difficulties they may encounter (closed roads, etc.) for each location.
- Provide estimated arrival/departure time and agenda for the stop.
- Let the emergency managers know arrangements are still in draft form and that you will provide a final itinerary to them.
- Ask county emergency managers to invite local officials and choose locations to greet governor (typically a municipal building or county EOC). Get addresses for the meeting place and damaged areas that will be toured/viewed. Ask emergency managers to provide you a list of people who will be in attendance along with their titles/positions, if available.
- If equipment for a press conference is needed, work with county emergency manager to find out what is available, i.e. podium and microphone for press briefing, if one is planned
- Let county emergency managers know arrangements may change and that you will notify them if that happens.

- Once itinerary is finalized, send to county emergency managers, also press release/media advisory if one is issued.

Provide Information to IGOV

- Provide information, once finalized, to IGOV staff (including communications staff for inclusion in media advisory)/security detail/State Patrol and to JIC staff.
- Include:
 - Itinerary with times (departure from Des Moines, expected arrival times/departure times for tour stops, addresses of meeting places, names of expected participants for each stop, cell phone number for county emergency manager (or his/her representative) in case of schedule changes
 - Mode of transportation (car/plane)

Example

Example of tour via car

8:00 - 8:30 am

Meet with local officials in Marshalltown

Fire/Police Department

909 S 2nd St. Marshalltown.

Mayor Joel Greer

City Administrator Jessica Kinser (515-451-9570-She will be at the location by 7:30 and you may contact her if you have questions as Kim Elder will not be able to attend the meeting)

Capt. Pamela Kasten, Corps Officer, Salvation Army

8:30 - 9:00 am

Travel Time - to Tama

9:00 - 9:30 am

Meet with local officials in Tama

Tama Civic Center, 305 Siegel St.

Mayor Doug Ray

Tama County Emergency Manager Mindy Benson

Possible attendees: Board of Supervisors members

Contact: Mindy Benson (641) 481-344

9:30 - 10:15 am

Travel Time - to Dysart

10:15 - 11:00 am

Meet with local officials in Dysart

City Council Office, City Hall, 601 Wilson St.

Mayor Tim Glenn
Mindy Benson
Possible attendees: Board of Supervisors members
Contact: Mindy Benson (641) 481-344

11:00 - 12:00 pm

Travel Time - to Marion

12:00 - 1:00 pm

Storm Damage Tour in Marion

Steve O’Konek will meet governor and party at Marion Square Mall 319.775.2706

1200-1215 Marion Square Mall, uptown - food distribution site

1215-1220 Travel to Public Service Center 195 35th St Marion, Iowa 52302

1220-1300 Meet with PSC staff

1300-1330 Travel to Cedar Rapids Location

Point of Contact: City Manager (319)-329-2413

1:00 - 1:30 pm

Travel Time - to Cedar Rapids

1:30 - 3:00 pm

Storm Damage Tour in Cedar Rapids

1330-1400 TBD - Meal location for food distribution.

1400 -1500 Meet with public works employees/Contractors

Point of Contact: Greg Buelow – Public Safety PIO- (319)-521-5889

3:00 - 4:00 pm

Press Prep

4:00 - 4:30 pm

Press Conference at ING HQ in Cedar Rapids

4:45 - 6:45 pm

Travel Time - Return to Des Moines

Social Media

Job Aid

A significant amount of the social media posting during disasters is information sharing with other local, state, and federal entities.

When starting a social media shift, make sure to review the HSEMD posts/tweets from the prior day to avoid duplication. Share/retweet content that is less than 48 hours old to ensure information is up-to-date.

Social Media Monitoring

Log into your chosen social media monitoring tool, Facebook or Twitter. Skim through the feeds to find relevant disaster-related information. For a more specialized snapshot, use the search field. Type in a combination of key terms with hashtags to find relevant Iowa information, such as this example for the 2020 pandemic:

- #COVID19 #Iowa
- #Coronavirus #Iowa
- #COVID19 #Rumorcontrol
- #Coronavirus #Scams
- #COVID #Mentalhealth

Setting up Google Alerts is another great way to monitor the event. You can tag keywords related to the disaster with the Google Search engine. You will then receive daily emails with links to news stories about the emergency.

- Go to: <https://www.google.com/alerts>. Log into your Google account.
- Type the keywords that you want to monitor in the "Create an alert about" field.
- Click the "Show Options" dropdown menu to choose how often you would like to receive the alerts.
- Click the "Create Alert" button to save your choices.

Another way to find items to share is by checking the Facebook or Twitter feed of a local/state/federal entity that is assisting with the disaster. Here are some examples from recent disasters.

Federal:

@fema, @femaregion7, @Readygov, @CDC, @CDCEmergency, @HHSgov, @DHSgov, @FBI

State:

@IAGovernor, @IAPublicHealth, @IowaDHS, @iowadot, @IowaDPS, @IowaNatGuard, @IowaRedCross, @VolunteerIowa

Local:

@IowaEMA, @Pottcoema, @JohnsonCoEMA, @polkcohealth, @LinnCountyEMA, @NWSDesMoines, @NWSOmaha

Sharing Posts

Once you go to a partner's Facebook page and decide to share the post, you will click "Share" at the bottom of the post. A menu will pop up, and you will select "Share to a Page". It will then show all of the Facebook pages you manage. You will select "Iowa Homeland Security" and then you can either type a message at the top of the post or just click the "Share" button. It will then share the post to our Iowa HSEMD Facebook page.

When retweeting on Twitter, click on the circling arrows at the bottom of the post. Select "Quote Retweet" if you'd like to type a message at the top of the tweet. Select "Retweet" if you'd just like the tweet to be shared to HSEMD's feed.

Login Info

Facebook: <https://www.facebook.com/IowaHSEMD/>

- PIO adds new user's personal account under HSEMD Page Roles page (Under top tab labeled Settings>left side tab labeled Page Roles>Scroll to "Assign a New Page Role" title and type in user's name). Select Admin in the dropdown menu next to the name and then click Add.
- New user accepts Admin role under Notifications tab at top of their personal page.
- New user will select downward triangle arrow from top navigation and then select Iowa Homeland Security and Emergency Management under "Your Pages" title.

Twitter: <https://twitter.com/IowaHSEMD>

- Get login credentials from HSEMD PIO staff
- Get verification code from main account holder (Molly Halverson)

Posting Checklist

- Identify or create hashtag(s) for the event/disaster
- Tag assisting agencies in posts
- Review assisting agency feeds or communities involved in disaster for content to share
- Add a graphic or image to all posts
- Use ALT text for accessibility for all graphics/images
- Pin post of greatest importance at top of feeds
- Remind users to follow @IowaHSEMD for latest information on disaster
- Double-check grammar and spelling
- Utilize 2-way engagement
- Check account mentions and share if relevant
- Reply to questions in feed and direct messages

Public Inquiry

Job Aid

Record all inquiries in WebEOC Public Inquiry board

- Open Public Inquiry board in WebEOC
- Fill in boxes:
 - Date/Time
 - Priority level
 - Caller name
 - Caller location
 - Phone number
 - Email address
 - Topic of inquiry
 - Inquiry details
 - Response
 - Follow up if required
 - Report as rumor
 - Inquiry completed

Guidance for phone inquiries

- If inquiries come via phone, get the following information from the requester:
 - Date/Time
 - Priority level
 - Caller name
 - Caller location
 - Phone number
 - Email address
 - Topic of inquiry
 - Inquiry details
- Inquiries are to be answered using information that has been approved and released. If information is not immediately available, tell requester research is needed and they will receive a response via preferred method (phone call, email, text)
- Record information/response given in WebEOC Public Inquiry board
- If inquiry is suspected to be a rumor, indicate in WebEOC board
- Select Completed and close inquiry

Guidance for HSEMD main line inquiries

Call takers on HSEMD's main line should take the following information from the caller:

- Date/Time
- Priority level
- Caller name
- Caller location

- Phone number
- Email address
- Topic of inquiry
- Inquiry details
- Inquiries are to be answered using information that has been approved and released. If call taker cannot answer question, let them know research is needed and they will receive a response via preferred method (phone call, email, text)
- Record information/response given in WebEOC Public Inquiry board
- If inquiry is suspected to be a rumor, indicate in WebEOC board
- Select Completed and close inquiry

Email Inquiries

- Open WebEOC Public Inquiry board
- Fill in available information
- Inquiries can be answered using information that has been approved and released.
- If research is needed, consult with lead PIO to determine resources to use.
- Respond to requester with information and record in Public Inquiry Board.

Rumor ID

If rumors are identified in public inquiries, refer to Rumor ID job aid for process

Media Relations

GovDelivery Press Release Distribution Job Aid

GovDelivery instructions

- After obtaining necessary approval for HSEMD distribution of a press release, open GovDelivery using password provided by lead PIO.
- Use GovDelivery press release template:
 - Choose Templates from menu on left side of home screen
 - Select Create Advanced Bulletin
 - Select HSEMD-Press Releases template
 - Fill in Subject box
 - Fill in date and contact information
 - Fill in title box
 - Paste approved press release text into the template
 - Select Save and Next
 - Under Recipients, Click None
 - Click the + to expand All News and Press Release
 - Select News, Events and Press Releases, Homeland Security and Emergency Management
 - Select Save and Next
 - Review for needed changes and follow instructions if changes need to be made
 - Send a test of the finished release by selecting Send Test and listing your email address and those of anyone else you'd like to test it, and hit send
 - Review test version sent to your email
 - If no changes are needed, select Send Now

Media Relations

Media Inquiry Job Aid

Media Inquiries

Media inquiries may be submitted by:

- Email generated from HSEMD website contact form
- Email directly to HSEMDPIO@iowa.gov address or to specific staff
- Email or phone call from HSEMD front office staff with a request that came in via a phone call to the main number
- Referral from another state agency or partner

For all interviews

- Follow media request policies established with IGOV communication staff, if applicable
- Determine who can answer the request—if it's another agency forward to the PIO
- If it is a request HSEMD should respond to, contact the reporter to find out specifics of their request and their deadline
- Determine how/from whom, to get the needed information and provide it to the requester (via email, phone call, in-person or virtual interview)
- JIC may be able to fulfill the request if the information is easily available, or has already been shared publicly. If the topic is controversial or you are unsure, check with IGOV/HSEMD director before responding
- Discuss who can/should do the interview if request cannot be filled by JIC staff
- Set up interview method, time, and location
- Notify interested/involved agencies and partners about the interview request
- Research/collect information to fulfill the inquiry or to be used during an interview
- Document media inquiries in WebEOC Media Request board

Television requests

- Determine if the interview will be live or recorded
- Determine if the interview will be in person, virtual, or via phone
- If interview is in person at the SEOC, notify chief of operations that you are bringing reporter to SEOC and approximate arrival time so appropriate information can be displayed on the screens and all staff working the SEOC are made aware there will be media present
- Prep/provide researched information to interviewee as needed/requested
- Notify security desk and NG PIO that media will be in the building
- Arrange to meet reporter at security desk
- Escort reporter to interview location
- Monitor interview and escort back to security desk when it's finished
- Tell photographer/videographer to not take close ups of what is displayed on computer monitors

Radio Requests

- Determine if the interview will be live or recorded
- If reporter is asking for an interview determine if it will be done in person, virtual, or via phone
- If interview is via phone, find out if it will be live or recorded, get the number to call, and if a land line is preferred
- If interview is in person and is conducted at the SEOC, take the same actions as above (reporter may want to take photos/video to post online) to notify chief of operations and SEOC personnel
- Notify JFHQ security desk personnel and NG PIO that media will be in the building
- Prep/provide researched information to interviewee as needed/requested
- Arrange to meet reporter at security desk
- Escort reporter to interview location
- Monitor interview and escort back to security desk when it's finished
- Tell photographer/videographer to not take close ups of what is displayed on computer monitors

Print Requests

- If reporter is asking for an interview determine if it will be done in person, virtual, or via phone
- If interview is in person and is conducted at the SEOC, take the same actions as above (reporter may want to take photos/video to post online) to notify chief of operations and SEOC personnel
- Notify JFHQ security desk personnel and NG PIO that media will be in the building
- Prep/provide researched information to interviewee as needed/requested
- Arrange to meet reporter at security desk
- Escort reporter to interview location
- Monitor interview and escort back to security desk when it's finished
- Tell photographer/videographer to not take close ups of what is displayed on computer monitors

Media Relations

Press Release Job Aid

Press release for issuance of governor's proclamation

Gov. Reynolds Issues Disaster Proclamation for six additional counties

DES MOINES – Today, Gov. Kim Reynolds issued a disaster proclamation for six additional counties in response to the March 31 severe weather. The governor's proclamation allows state resources to be utilized to respond to and recover from the effects of this severe weather in Appanoose, Davis, Iowa, Jackson, Lucas, and Monroe counties.

In addition, the proclamation activates the Iowa Individual Assistance Grant Program for qualifying residents, along with the Disaster Case Management Program, for those counties. The Iowa Individual Assistance Grant Program provides grants of up to \$5,000 for households with incomes up to 200 percent of the federal poverty level. Grants are available for home or car repairs, replacement of clothing or food, and temporary housing expenses. Original receipts are required for those seeking reimbursement for actual expenses related to storm recovery. The grant application and instructions are available on the Iowa Department of Health and Human Services website at <https://dhs.iowa.gov/disaster-assistance-programs>. Potential applicants have 45 days from the date of the proclamation to submit a claim.

The Disaster Case Management Program addresses serious needs related to disaster-related hardship, injury, or adverse conditions. Disaster case managers work with clients to create a disaster recovery plan and provide guidance, advice, and referral to obtain a service or resource. There are no income eligibility requirements for this program; it closes 180 days from the date of the governor's proclamation. For information on the Disaster Case Management Program, contact your local community action association or visit www.iowacommunityaction.org.

On April 1 the governor issued a disaster proclamation for these 12 counties impacted by the March 31 severe weather: Cedar, Clinton, Delaware, Des Moines, Dubuque, Grundy, Johnson, Keokuk, Linn, Mahaska, Wapello, and Washington. This proclamation also activated the Iowa Individual Assistance Program and the Disaster Case Management Program.

A copy of the proclamation can be found here.

Press release/daily JIC update for large-scale response

Missouri River Flooding-State Joint Information Center Update

DES MOINES – This update is provided by the Joint Information Center at the State Emergency Operations Center.

NOTE TO MEDIA: The Joint Information Center Media Briefing Conference Call Will Now Be Held on Monday-Wednesday-Friday at 3:30 p.m.

Next call is scheduled for Wednesday, June 22, at 3:30 p.m.

Conference Call Dial-In Number – 1-800-645-8878

Conference Code: 003252

Note: Same conference call information to be used on each call

Presidential Disaster Declaration Request

Status: Request has been processed by the FEMA Region VII office in Kansas City and sent to FEMA Headquarters in Washington, D.C.

On June 18, Governor Branstad requested from President Obama a Major Disaster Declaration for Public Assistance for six Iowa counties. The six counties in the request are Fremont, Harrison, Mills, Monona, Pottawattamie, and Woodbury.

The Governor made the request in response to the ongoing flooding along the Missouri River in Iowa. Local and state agencies have been actively preparing for and responding to flooding conditions along the Missouri River since May 25, 2011.

A Presidential Major Disaster Declaration for Public Assistance puts into motion long-term federal recovery programs, some of which are matched by state programs, and designed to help public entities and select non-profits. Public Assistance funds may be used for emergency work and the repair or replacement of disaster-damaged facilities and may include debris removal, emergency protective measures, repair of damaged public property, loans needed by communities for essential government functions and grants for public schools.

Gov. Branstad is also asking for Direct Federal Assistance, to include sheltering, temporary housing and swift-water rescue teams if the need arises.

Scams

Iowans along the Missouri River should be aware of the potential for disaster-related scams and price gouging. For information, visit the Iowa Attorney General's website at: www.iowaattorneygeneral.gov. Questions or complaints may be directed to the Attorney General's consumer Protection Division, 888-777-4590 (toll-free outside of the Des Moines area) or 515-281-5926.

Special Needs Assistance

Residents in potential flood areas who have special needs should contact local officials to request assistance and information. Residents in impacted areas are urged to look out for their neighbors with special needs and to help them get in touch with local officials.

State Response Summary

- **HSEMD**
 - The Iowa Homeland Security and Emergency Management Division (HSEMD) continues to work closely with personnel from various local, state, federal, voluntary and faith-based organizations as well as and private partners in

response to flooding along the Missouri River in Western Iowa. The State Emergency Operations Center will be staffed as warranted to provide response to declared counties.

- HSEMD coordinated the swap out of the state's Incident Management Team in Council Bluffs over the weekend.

- **DPH**

- **NEW: Flood-Related Health Information**

The Iowa Department of Public Health has issued new information on the health-related dangers of flood waters and the emotional toll flooding can have. See this and other flood-related health information at:

www.idph.state.ia.us/EmergencyResponse/Flooding.aspx.

- **Iowa Department of Agriculture and Land Stewardship (IDALS)**

- **NEW:** Working multiple issues, including flooded grain and need for pet shelters.

- **Iowa Finance Authority (IFA)**

- IFA has developed a rental housing resource guide for individuals who are seeking long term housing due to flooding. Access the guide at: www.iowahomelandsecurity.org/disasters/disaster2011.html and select "Housing Resources."

- **DHS**

- AmeriCorps is assisting the Disaster Behavioral Health Response Teams (DBHRT) in Council Bluffs where they are distributing evacuation plans and other information. The teams visited approximately 5,000 homes this past weekend. These teams are also active in other areas of the state.
 - Late last week, it was noted that approximately 50 percent of the homes visited by the crisis counseling teams were unaware there was flooding, or potential for flooding, in their neighborhood. Citizens in impacted areas are being asked to reach out to their neighbors, friends and family to make sure they know of this potentially dangerous situation and to urge them to stay aware through local media outlets.

- **Iowa National Guard**

- The Iowa National Guard is providing levee patrol support in Mills and Pottawattamie counties.

- **DOT**

- **NEW:** The Iowa Department of Transportation will be performing flood mitigation work along Interstate 29 near Blencoe beginning this week. The DOT will be placing a flood control barrier system along the inside and outside shoulders of both the north- and southbound lanes of I-29 in lower-lying areas in the vicinity of mileposts 107 and 109 north of Blencoe.

- **NEW:** The northbound I-29 off-ramp at exit 149 (Sioux City-Hamilton Boulevard) is now open. The off-ramp at this location had been closed Monday evening due to flooding. The southbound I-29 interchange ramps at Hamilton Boulevard are also closed.
- **Motorists are urged to take extra precautions when traveling in areas where flooding is occurring or predicted, including using additional caution when traveling at night, devote full attention to driving and keep your focus on the road and not the water around you.**
- **The Iowa Department of Transportation has made numerous road closures.** For complete information on road closures, visit www.iowadot.gov/floods/index.html or www.511ia.org, or call 5-1-1 or 1-800-288-1047.
- Call center established for road closures: 1-866-452-851
- **DNR**
 - DNR is providing technical assistance to waste water facilities, water supplies, industry, fuel stations, etc. Conservation officers in Hamburg and Missouri Valley are in place for rescue missions, if needed.
- **DOC**
 - The Iowa Department of Corrections (DOC) has crews filling sandbags at the Clarinda facility.
- **DPS**
 - Continues to monitor roads, road closures and other public safety issues.

EVACUATION SUMMARY

County	Location	Population
Woodbury	South Sioux City	2 homes, voluntary
Monona		Unknown, voluntary
Harrison	Modale	200-300 voluntary evacuation
Pottawattamie	143 homes in the county	unknown
Mills		unknown
Fremont	Mandatory evacuation in effect in the South Hamburg area – between Hamburg and the Missouri River (south end of City of Hamburg)	300+

SHELTER SUMMARY – IOWA SHELTERS

County	Location	Population
Woodbury	West Middle School, Sioux City, IA 3301 W. 19th St., Sioux City	0
Monona	West Monona High School, Onawa, IA 1314 15th St., Onawa	0
Harrison	Missouri Valley, Missouri Valley High School 605 E. Lincoln Highway, Missouri Valley (On Standby Status)	3
Pottawattamie	Lakin Human Services Campus 915 North 16th St., Council Bluffs	1
Mills	No shelters at this time	
Fremont	Sidney High School, Sidney, IA 2754 Knox Rd., Sidney	3

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SHELTER SUMMARY – NEBRASKA SHELTERS OPEN

Location	Address	Population
Fort Calhoun High School	1506 Lincoln Street	Unknown
South Sioux City Middle School	3625 G Street	Unknown

County updates

- **Woodbury**
 - No new actions to report.
- **Monona**
 - No new actions to report.
- **Harrison**
 - No new actions to report.

- **Pottawattamie**
 - **The Army Corps of Engineers is providing technical assistance on levee monitoring.**
- **Mills**
 - No new actions to report.
- **Fremont**
 - No new actions to report.

Donations and Volunteering

- **Donations of items such as clothing, food, furniture, etc, are NOT needed at this time.** Unsolicited donations cause additional staffing and storage problems that local officials do not have the resources to manage.
- **If you want to help, cash is best.** It doesn't need to be sorted, stored or distributed, and cash allows the receiving voluntary agency to direct the donation to the most urgent needs. To donate cash, visit www.aidmatrixnetwork.org/CashDonations/Default2.aspx?ST=Iowa
- Those wishing to volunteer in a disaster-related capacity may sign up to do so at <https://volunteer.truist.com/icovs/volunteer/register/>.

For More Information

- For more information, please visit www.iowahomelandsecurity.org.
- <https://governor.iowa.gov/news/missouri-river-flooding> .

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Rumor ID

Job Aid

Procedure to be used by all JIC positions for identification and correction of false information

Identify false information

- Monitor social and traditional media for false information
- Gather facts about false information-source, distribution platform/method

Investigate

- Verify that the information is false.
- Determine the agency/people who are the subject matter experts and work with them to obtain the correct information

Corrective action

- Work with lead PIO/JIC staff to determine best method to correct the false information. Methods could include:
- Contacting source of false information and provide them with correct information.
- Placement on social media platforms
- Sharing with partner agencies-state, local, private sector-and asking them to help push the correct information
- Outreach to traditional media through press releases, fact sheets, and press conferences
- Identifying and enlisting trusted partners/social media influences to help push the correct information
- Establishing a rumor/false information debunking section on incident website

Record in WebEOC Rumor/False Information board

- Date/time
- Priority level (check boxes for low, medium, high)
- Subject of rumor/false information
- Source of rumor/false information (social media, phone call, public inquiry, TV, print, radio, other)
- Content (include text and links if applicable)
- Corrective action
- Routing
- Completed

